The long version of the commercial is three and a half minutes; shorter versions are also running. The commercial, which is the first Cartier TV spot in more than a decade, was created by Marcel, an agency that is part of the Publicis Groupe.

The commercial, titled "L'Odyssée de Cartier," is intended to commemorate the 165th anniversary of Cartier. It "chronicles Cartier's history and style," Greg Eppich, a spokesman, writes in an e-mail, "and offers a visual tour of the one-of-a-kind jeweler's cultural influences."

"The film tells the story of Cartier's unique history, from the beginnings as a jeweler to European royalty to a modern-day, international luxury goods leader," Mr. Eppich says. "It reveals a glimpse into an imaginary world inhabited by Cartier designs, under the watchful gaze of a familiar muse, 'La Panthére' ('The Panther")."